Oct 1 - Oct 13
1986

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The Craig Worthing show is like, it's like butter, it's like sliced bread, it's like sionide. I have nothing personal against Craig but he is just too hyped up for the night time slot. I have heard others express this same or at least similar opinions. Listening to Craig Worthing twenty hours a week could spell WNEWS-fatal. There is realy no alternative, unless you like hearing the re-runs of my calls on Bruce Williams and Sally Jessy Raphaels' show. Actually, my calls are more interesting than Craig Worthing's show. One person influential in importing Worthing to WNWS said that he has "Mass Appeal." I disagree.

The night time audience in this market has been jerked around so much in the last year. This chart depicts the changes since the October merger...

WNWS — 9-5 a.m. — WINZ
Jerry Wichner — -WEEKDAYS- — Bill Calder
^ ^
(9 p.m.-1 a.m.) — (12-3)Ira Fistell, Ray Briem (3-5)
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(1 a.m.- 5 a.m.)
Rotation between Jennifer Rehm & Don Webb
-WEEKENDS-
Sunday's Jennifer Rehm (12-5) — John McQ (12-5)
Monday's Don Webb — /
* — Cathy West, Ira Everett
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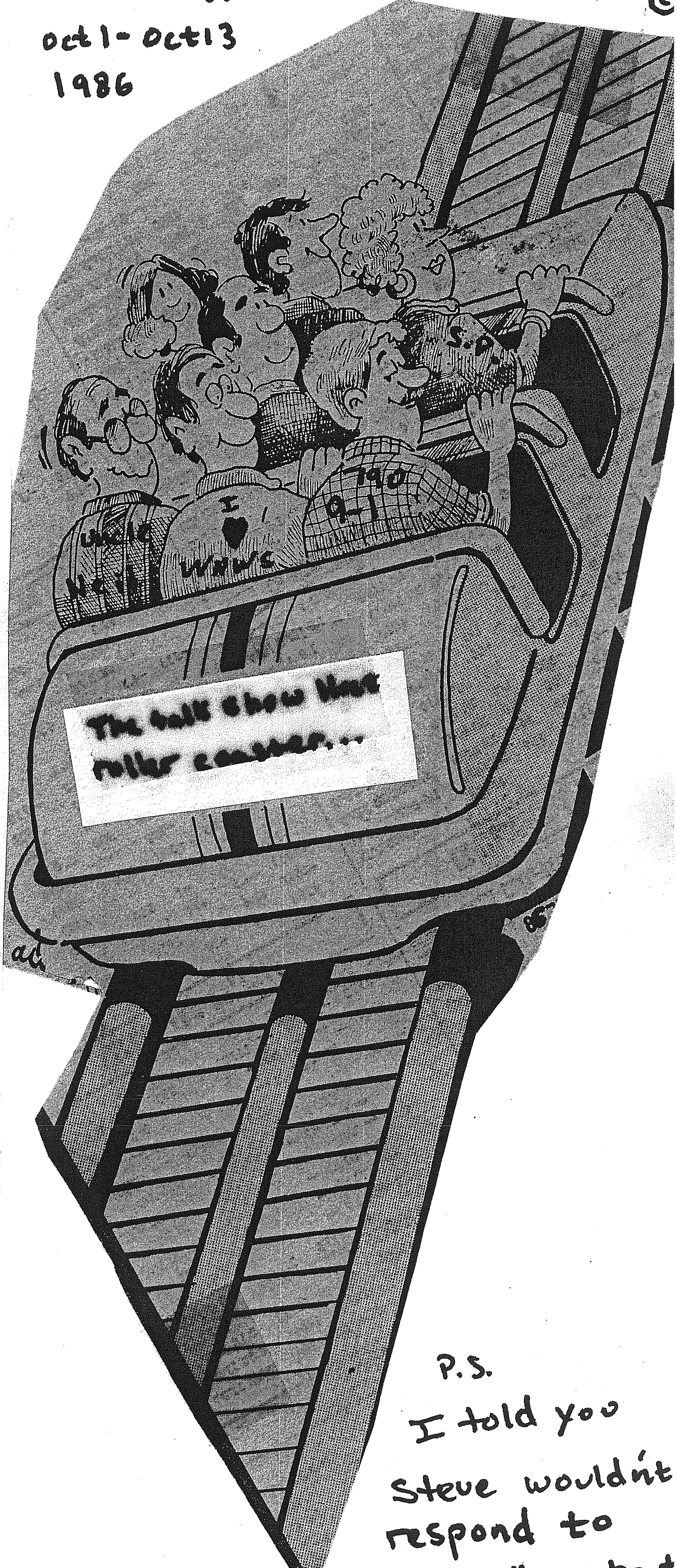
Presently: * re-runs
12-1 a.m. Jerry Wichner — * Bruce Williams (12-3)
1-5 a.m. Craig Worthing — * Sally Jessy Raphael (3-5)

Weekend overnights:
Don Webb — Saturday — Dr. Harvey Rubin,
Sunday — Dr. Bernard Meltzer
/\/\/\/\/\/\/\/\/\/\/\/\/THIS PROVES MY POINT\/\/\/\/\/\/\/\/\/\/\/\/\/\

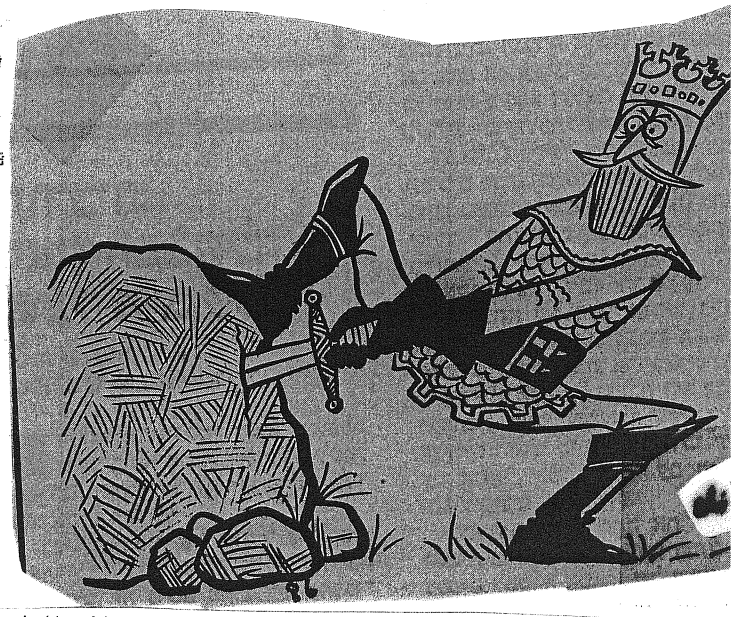


P.S. remember Robin Hood, well he was on Steve's show by microwave, not by phone. His identity will soon be revealed, If he was ligitimate. Was he?

P.S. I told you Steve wouldn't respond to the letter about him...

Urgent notice: The Lee Fowler Show will be going full force with massive on the air promotions. Lee robbed Shirley Peters of all her kinky bras. Speaking of Shirley, Lee what saw that crack you made at 1:15 p.m. on October 13, 1986, about the number of sides a heptagon has is equivalent to the number of sides Shirley has. Back where I left of. Anyways Lee will be giving those bras away during the 1 oclock hour, (that's because he's up against Neil.

Would'nt it be funny if Lee would beat Neil during that hour? I don't think I could get use to a King Lee) So all you kinkytalk show hosts who would like to see your partners, whether they be male or female, in one of these Lee WNWS Fowler bras; keep your radio tuned to the Lee Fowler show on The News Talk Station, 79 WNWS. (790 A.M., that's under WGTR F.M.)



She needs one, right Steve?

How about the line, "Turn down your radio." If you have been listening to WIOD you would have noticed that they don't have this problem because their time delay has been down since mid-June. If WIOD would of publicized this scruples event more, it might of brought them some new listeners. Did they?

In my opinion, Mike Spindel's show on October 12, 1986, was the st rational discussion regarding the vigilantism which broke o ring the second week of October. Professor Wilbanks from F.I. rticipated in the discussion.

October 11, 1986... Steve Kane had an anthropologist from F.I.U. who talked about Steve's favorite subject, excentric sexual activity. It was quite interesting. What I found even more interesting is the fact that Steve repeatedly brought up the same example of stange sexual practices. The place where the younger boys perform fellatio on their elders so they will have semen when they are older. Steve seemed very fascinated with that, I wonder.

Shirley has a classic line herself, open lines. We have availabilities in Dade County.

P.S. Steve, I spoke to several of the female employees and Al, they would like for me to ask you to please, "Button up that shirt!!!"

Instead of worrying about cranks and chronics, take care of the callers who call up and say "Can I speak to..." They want to spe to the guest that's on the show.

Don't forget Neil Rogers birthday is November 5.

Remembering March-April 1986.

*** It's been 8 months since Bill Calder left WINZ

*** 7 months ago WNWS began advertising it's product on T.V.

*** Gary Lawrence moved from WAXY where he was the general sales manager to become general manager of I-95 and WINZ.

*** David Hosley was the program and news director of WINZ-AM.

*** Neil Rogers' April "phone out" was enacted and then two weeks later discontinued.

*** WIOD and WNWS were tied with a 3.1 in the winter Arbitron ratings. WNWS slipped from a 3.9 to a 3.1, tying with WIOD, which droped from a 3.3 to a 3.1

*** "Radio Mambi" WAQI (710 AM) leaped from a 1.8 to a 3.5.

*** Husband-wife morning news team Chuck Dent and Gretchen Graham and sports director Ed Berliner were fired from WNWS. WINZ news anchor Ken Taylor and former WNWS anchor Tom Schafer have been hired as Dent and Graham's replacement. Shortly after his job change, Ken Taylor suffered a stroke. He is no longer working.

*** Uncle Neil had 7.7 percent of the listening audience from 8 p.m.-to-midnight - a bigger share than that of any other station.

*** Last but not least, Bev Smith now working at WKIS-AM in Orlando, turned down Lee Fowlers' offer of the new shift from 1 to 5 a.m.

Isn't is neat when a hosts lies about how many opening he/she has on the board, and then the next caller says "I did not realise it would be such a short wait" or "that was fasty".

Next week:

The Don Webb dictionary - to be used when listening to his show....

Volume II October 1986

Do something about these callers. When theres a guest and they ask if they may speak to them.

Turn down your radio.

If WIOD would of publicized this scruples thing more, it might of brought them some new listeners.

Mike Spindels show October 12, 1986. 10-2 p.m. Best discussion regarding the vigilantism. Professor Wilbanks from F.I.U.

Neils birthday Nov 5.

Remembering March-April 1986.

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Craig Worthing

Do you just love when Steve Kane says we have 2 lines open in dade

Dont you just love when a Hosts lies about how many opening he/she has on the board, and then the next caller says I did not relise it would be such a short wait or that was fast.

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This proves my point.